CONTRACT

WISC-TV
7025 Raymond Road
Madison, WI 53719
(608)271-4321
http://www.channel3000.com

And:

Mentzer Media
600 Fairmount Avenue, Suite 306
Towson, MD 21204

Contract / Revision	Alt Order #
6052405 /	06052405

Product
RESTORE OUR FUTURE

Contract Dates	Estimate #
03/15/12 - 03/19/12	**1344**

Advertiser	Original Date / Revision
Political Issue	03/14/12 / 03/14/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WISC-TV	Matthew Norten	HRP Washingto

Special Handling: Duplicate Invoice 2x

Demographic: Adults 35+

IDB#	Advertiser Code	Product Code
1021		

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots	Totals Amount
N 1	WISC	03/15/12	03/16/12	News 3 This Morning	6-7am		:30			NM	2	$1,400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	03/12/12	03/18/12	---TF--	2	$700.00							
N 2	WISC	03/15/12	03/16/12	M-F Early Show	7-9am		:30			NM	4	$1,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	03/12/12	03/18/12	---TF--	4	$250.00							
N 3	WISC	03/15/12	03/16/12	Price is Right	10-11am		:30			NM	2	$1,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	03/12/12	03/18/12	---TF--	2	$500.00							
N 4	WISC	03/15/12	03/16/12	Young and the Restless	11-12pm		:30			NM	4	$6,200.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	03/12/12	03/18/12	---TF--	2	$500.00							

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
1	*WISC*	*03/12/12-03/18/12*	*Young and the Restless*	*11-12pm*	----ThF----	*:30*	~~*$500.00*~~	*NM*
	See MG 4.3,4.4,4.5,4.6							
2	*WISC*	*03/12/12-03/18/12*	*Young and the Restless*	*11-12pm*	----ThF----	*:30*	~~*$500.00*~~	*NM*
	See MG 4.3,4.4,4.5,4.6							
3	WISC	03/18/12-03/18/12	2nd Round Weekend	11am-9pm	---------Su	:30	$3,000.00	NM
Ⓜ	MG for 11.2,9.1,4.2,4.1							
4	WISC	03/18/12-03/18/12	2nd Round Weekend	11am-9pm	---------Su	:30	$3,000.00	NM
Ⓜ	MG for 11.2,9.1,4.2,4.1							
5	WISC	03/15/12-03/16/12	M-F News Replay	9-930am	----ThF----	:30	$100.00	NM
Ⓜ	MG for 11.2,9.1,4.2,4.1							
6	WISC	03/15/12-03/16/12	M-F News Replay	9-930am	----ThF----	:30	$100.00	NM
Ⓜ	MG for 11.2,9.1,4.2,4.1							

N 5	WISC	03/15/12	03/16/12	News 3 at 5	5-6am		:30			NM	2	$1,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	03/12/12	03/18/12	---TF--	2	$500.00							
N 6	WISC	03/15/12	03/15/12	1st Round Prime	6-11pm		:30			NM	2	$8,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	03/12/12	03/18/12	---2---	2	$4,000.00							
N 7	WISC	03/16/12	03/16/12	1st Round Prime	6-11pm		:30			NM	2	$8,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							

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Contract / Revision	Alt Order #
6052405 /	06052405

Contract Dates	Product	Estimate #
03/15/12 - 03/19/12	RESTORE OUR FUTUR	1344

Advertiser	Original Date / Revision
Political Issue	03/14/12 / 03/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots	Totals Amount
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	03/12/12	03/18/12	----2--	2	$4,000.00							
N 8	WISC	03/17/12	03/17/12	2nd Round Weekend	11am-9pm		:30			NM	3	$9,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	03/12/12	03/18/12	-----3-	3	$3,000.00							
N 9	WISC	03/18/12	03/18/12	CBS Sunday Morning	8-930am		:30			NM	1	$700.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	03/12/12	03/18/12	------2	2	$700.00							
	Spot Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type				
	1 WISC	03/12/12-03/18/12	CBS Sunday Morning	8-930am	---------Su	:30	~~$700.00~~	NM				
	See MG 4.3,4.4,4.5,4.6											
N 10	WISC	03/18/12	03/18/12	Face the Nation	930-10am		:30			NM	1	$600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	03/12/12	03/18/12	------1	1	$600.00							
N 11	WISC	03/18/12	03/18/12	CBS Sunday	6-7pm		:30			NM	1	$4,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	03/12/12	03/18/12	------2	2	$4,500.00							
	Spot Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type				
	2 WISC	03/12/12-03/18/12	CBS Sunday	6-7pm	---------Su	:30	~~$4,500.00~~	NM				
	See MG 4.3,4.4,4.5,4.6											
N 12	WISC	03/18/12	03/18/12	CBS Sunday	7-8pm		:30			NM	2	$8,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	03/12/12	03/18/12	------2	2	$4,000.00							
N 13	WISC	03/18/12	03/18/12	News 3 at 10	10-1035pm		:30			NM	1	$1,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	03/12/12	03/18/12	------1	1	$1,500.00							
N 14	WISC	03/19/12	03/19/12	News 3 This Morning	6-7am		:30			NM	2	$1,400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	03/19/12	03/25/12	2------	2	$700.00							
N 15	WISC	03/19/12	03/19/12	M-F Early Show	7-9am		:30			NM	3	$750.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	03/19/12	03/25/12	3------	3	$250.00							
N 16	WISC	03/19/12	03/19/12	Price is Right	10-11am		:30			NM	2	$1,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	03/19/12	03/25/12	2------	2	$500.00							
N 17	WISC	03/19/12	03/19/12	Young and the Restless	11-12pm		:30			NM	2	$1,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	03/19/12	03/25/12	2------	2	$500.00							
N 18	WISC	03/19/12	03/19/12	News 3 at Noon	12-1230pm		:30			NM	2	$1,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	03/19/12	03/25/12	2------	2	$500.00							
N 19	WISC	03/19/12	03/19/12	Live at Five	5-530pm		:30			NM	1	$1,200.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	03/19/12	03/25/12	1------	1	$1,200.00							
N 20	WISC	03/19/12	03/19/12	News 3 at 6	6-630pm		:30			NM	1	$1,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	03/19/12	03/25/12	1------	1	$1,500.00							
N 21	WISC	03/19/12	03/19/12	Entertainment Tonight	630-7pm		:30			NM	1	$1,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	03/19/12	03/25/12	1------	1	$1,500.00							

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Advertiser	Original Date / Revision
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		Start Date	End Date	Weekdays	Spots/Week	Rate						
N 22	WISC	03/19/12	03/19/12	News 3 at 10	10-1035pm		:30			NM	1	$1,700.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		03/19/12	03/25/12	1------	1	$1,700.00						
N 23	WISC	03/19/12	03/19/12	News 3 at 5	5-6am		:30			NM	2	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		03/19/12	03/25/12	2------	2	$500.00						
									Totals		44	$62,950.00

Time Period	# of Spots	Gross Amount	Net Amount
02/27/12 -03/19/12	44	$62,950.00	$53,507.50
Totals	44	$62,950.00	$53,507.50

Signature: _____ **Date:** _____

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